RECRUITING AND SMART UPDATE

CSM HAROLD BLOUNT

14 NOVEMBER 05

Agenda

- FY05 Closeout
- FY06 Mission and Quality Goals
- SMART UPDATE
- How Can You Help

Updated: 6 Jan

FY05 Closeout

	Recruiting YTD % achieved (YTD Delta)	Retention YTD% achieved (YTD Delta)	Endstrength EOY FY05
Active	**92% (-6,627)** R **(as of EOY FY05)**	**108% (+5,350)** G **(as of EOY FY05)**	**492.6K** R **(Projected EOY FY05)**
USAR	**87% (-2,775)** R **(as of EOY FY05)**	**102% (+237)** G **(as of EOY FY05)**	**189K** R **(as of EOY FY05)**
ARNG	**80% (-12,783)** R **(as of EOY FY05)**	**104% (+1,233)** G **(as of EOY FY05)**	**333.2K** R **(as of EOY FY05)**

G = Mission Success R = Failed Mission

Lessons Learned: USAREC reduced its FY05 RA YTD shortfall from -8,321 to -6,627 (20.4% reduction) with over-accessions from June through September. This is due in part to: increased incentives (QS Bonus), an overall increase in recruiters on production, Special Recruiter Assistance Program (SRAP), allowance of IRR to TPU recruiting, and RC to AC program.

FY 06 Mission and Quality Goals

	RA	USAR	ARNG
Recruiting	80,000	25,500	70,000
Retention	64,200	17,712	*ARNG Working
Endstrength	502.4K	205K	350K

	Law	DoD	DA FY05	DA FY06
HSDG	≥ 65% *	≥ 90%	≥ 90%	≥ 90%
TSC I-IIIA		≥ 60%	≥ 67%	≥ 60%
TSC IV	≤ 20%	≤ 4%	≤ 2%	≤ 4%

* Only requires a High School Graduate (HSDG , GED, or other alternative credential)

Updated: 6 Jan

Operation SMART

- **What is it?**
  - **Sergeant Major of the Army Recruiting Team**
    - **Initiated in 1998**
    - **Encourages all Soldiers to assist the United States Army Recruiting Command with recruiting efforts**
- **What does it do?**
  - **Creates a partnership and promotes camaraderie between the recruiting battalions and the installation/regional support commands in their battalion area.**
- **Program oversight?**

  -- Installation CSM owns program and will designate a POC (INSTALLATION CAREER COUNSELOR) to track referrals.
- **Who can make a Referral?**

  -- RA, AR, ROTC, NG, Retired Military, Veteran's organization, Civilians and Others

Referral Process

- **Referrals are made through the Operation SMART web site at: http://www.usarec.army.mil/smart**
  - **Email immediately sent to local Recruiting station based on Zip code of individual referred**
  - **Information added to automated database for tracking purposes**
  - **Copy of email sent to SMART program manager for archive**
  - **Individuals without computer access can access through local library, USAR unit or recruiting station**
- **Referral's are contacted by local recruiters**
  - **Recruiters provide additional information over the phone or through the Army Interview**
- **Referral's interested in joining the Army or Army Reserve are processed for enlistment**
- **Operation SMART database is updated with enlistment information for award processing**

  Awards sent out after completion of each Quarter through their MACOM or directly to individuals not affiliated
- **Any issues with the web site, email Operation SMART manager at smart@usarec.army.mil or call toll free :(800) 223-3735 ext 6-1292 com: (502) 626-1292**

Operation SMART Incentives

- **Incentives:**
  - **Each fiscal year, the Soldier (along with his/her CSM or SGM) who has provided the most referrals and the most enlistment's from those referrals are invited to the Annual Chief of Staff of the Army Recruiter of Excellence Award Ceremony in Washington, D.C. to be personally recognized by the office of the Sergeant Major of the Army**
- **Soldiers are presented with a Certificate and coin by the Sergeant Major of the Army**

Program Effectiveness

- **BLUF: Commands not meeting goals**
- **Operation SMART success is limited only by command emphasis and marketing.**
- **Most Soldiers unaware of program existence**
- **Lack of Operation SMART POC's on installations**
- **Need better program incentives—currently being overhauled**
- **USAR much more engaged/successful with program than RA**

Army Reserve Command Referrals FY 05

COMMANDS	CMD SIZE	Monthly GOAL	YTD GOAL	FY GOAL	YTD REF	YTD ENL
7TH ARC	915	6	60	72	0	0
9TH RRC	3151	21	210	252	0	1
63RD RRC	11,061	74	740	888	30	14
65TH RRC	4,473	30	300	360	23	19
70TH RRC	4,325	29	290	348	37	5
77TH RRC	10,088	50	500	600	65	9
81ST RRC	27,759	185	1850	2220	31	9
88TH RRC	20,817	139	1390	1668	43	16
89TH RRC	10,284	69	690	828	385	50
90TH RRC	16,490	110	1100	1320	459	64
94TH RRC	6,241	42	420	504	152	22
96TH RRC	5,538	37	370	444	16	5
99TH RRC	20,150	134	1340	1608	25	8
75TH DIV	1,746	12	120	144	0	0
78TH DIV	1,562	10	100	120	0	0
80TH DIV	2,819	19	190	228	0	3
84TH DIV	3,591	24	240	288	0	1
85TH DIV	1,631	11	110	132	0	0
87TH DIV	2,317	15	150	180	0	0
91ST DIV	1,819	12	120	144	0	0
95TH DIV	3,736	25	250	300	79	22
98TH DIV	3,131	21	210	252	1	6
100TH DIV	2,934	20	200	240	1	0
104TH DIV	2,766	18	180	216	50	2
108TH DIV	3,088	21	210	252	3	3
3RD MEDCOM	139	1	10	12	2	0
143RD TRANCOM	1,622	11	110	132	0	0
244TH AVN BDE	1,858	12	120	144	0	0
311TH COSCOM	1,032	7	70	84	2	0
311TH TSC	205	1	10	12	0	0
335TH TSC	950	6	60	72	0	0
350TH CA CMD	0	1	10	12	94	2
351ST CA CMD	0	1	10	12	0	0
352ND CA CMD	0	1	10	12	0	0
353RD CA CMD	0	1	10	12	1	0
377TH TAACOM	963	6	60	72	0	0
412TH ENCOM	224	1	10	12	8	4
416TH ENCOM	0	4	40	48	6	2
2ND PSYOP CMD	0	1	10	12	1	0
7TH PSYOP CMD	0	1	10	12	0	0
USACAPOC	7926	53	530	636	4	1
OCAR	0	1	10	12	12	0
USARC SPT	0	1	10	12	1	1
USAG-FT MCCOY	0	1	10	12	7	2
USAG-FT DIX	0	1	10	12	0	0
USARRC	0	1	10	12	0	0
DEVENS RFTA	0	1	10	12	2	0
PARKS RFTA	0	1	10	12	0	0
HUNTER LIGGETT	0	1	10	12	0	0
TOTALS	187351	1250	12500	15000	8839	267

Active Command Referrals FY 05

COMMANDS	CMD SIZE	MO. GOAL	YTD GOAL	YTD GOAL	YTD REF	YTD ENL
EIGHTH ARMY	0	0	0	0	0	0
SDDC	0	0	0	0	0	0
USACE	0	0	0	0	0	0
CID	0	0	0	0	0	0
USAREUR	0	0	0	0	0	0
AMC	0	0	0	0	0	0
MEDCOM	0	0	0	0	0	0
MDW	0	0	0	0	0	0
USARPAC	0	0	0	0	0	0
USARSO	0	0	0	0	0	0
SMDC	0	0	0	0	0	0
INSCOM	0	0	0	0	0	0
FORSCOM	0	0	0	0	0	0
TRADOC	0	0	0	0	0	0
USACC	0	70	0	840	6061	285
USASOC	0	1	10	12	19	1
UNKNOWN	0	0	0	0	220	12
RA TOTALS (UNKNOWN MACOMS)	0	0	0	0	393	25
TOTALS	0	71	0	852	6693	323

Updated: 6 Jun

POCs

- **Military:**
  - **MSG Gregory T. Smith, Programs NCOIC**
  - **HQ USAREC, G3, Programs Branch**
  - **email:gregory.thomas.smith@us.army.mil**
- **Cyber Recruiting Station:**
  - **Mr. Bruce McGee**
  - **502-626-1292**
  - **bruce.mcgee@usarec.army.mil**

How Can You Help

- Assist installation CSM's with SMART program success
- Develop SMART marketing and awareness strategy for installation
- Add SMART web site link to installation's web site
- Partner with local recruiting stations, companies and battalions
- Develop installation-specific incentive programs

How can you help?

- **Reinforce BEAR Program initiative to spur more volunteer recruiters**
- **Continue your outstanding support to USAREC's Retention team!**
- **NCOPD for USAREC Career Counselors**
- **Recruiting America's Army is an Army/National issue; not just USAREC's (every Soldier a recruiter)**

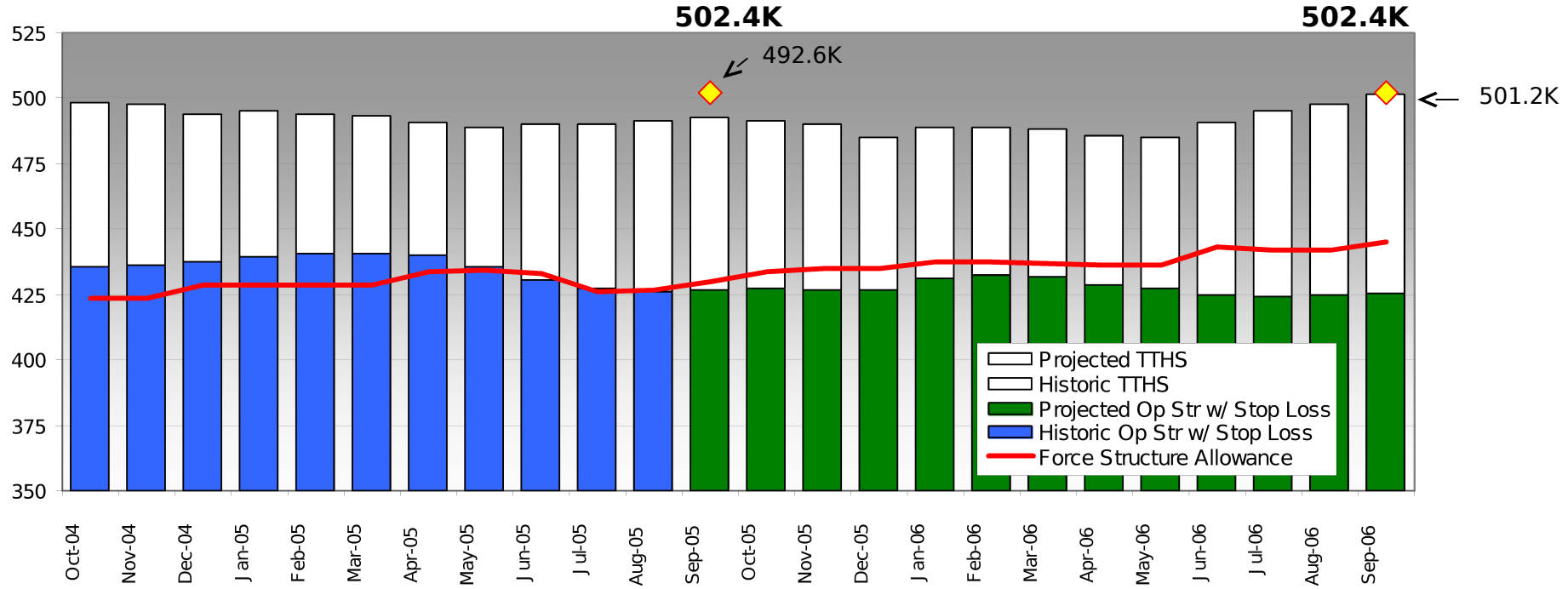
QUESTIONS

Recruiting and SMART Update

Backup Slides

Active Army Strength Outlook

FY05 & FY06 Strength Projections (based on August 2005 strength)



- Forecasted FY05 end-strength is 492.6K (including 7.9K Stop Loss).
- Forecasted FY06 end-strength is 501.2K (including 9.3K stop loss). This forecast assumes:
  - 80K accessions in FY06.
  - 64K reenlistments, with 20K from Soldiers currently scheduled to separate in FY06.
- Beginning September 2005, the Army will be short 3K Soldiers (the difference between the red FSA line and the forecasted operating strength). By September

FY05 Retention Program Update

Mission Accomplishments

Active Army

The AC reenlisted 69,512 of 64,162 (108.3%) (+5350)

Initial: 27,818 / 26,935 (103.%) (+883)

Mid Career: 24,407 / 23,773 (103%) (+634)

Career: 17,287 / 13,454 (129%) (+3,833)

108%

Army Reserve

The Army Reserve reenlisted 16,485 of 16,248 (101.5%) (+237)

Initial: 3,044 / 4,192 (72.6%) (-1,148)

Career: 13,441 / 12,056 (111.5%) (+1385)

102%

Army National Guard

The Army National Guard reenlisted 33,804 of 32,571 (103.8%) (+1233)

Initial: 9,107 / 8,945 (102%) (+162)

Career: 24,697 / 23,626 (105%) (+1,071)

104%

FY06 Retention Program Update

FY06 Missions

Active Army

- Initial: 26,490
- Mid: 24,510
- Career: 13,200

Total: 64,200

FY06 ETS 20,532
FY07 ETS 34,206

Makes up 85% of FY06 Mission

Army Reserve

- Initial: 7,449
- Career: 10,263

Total: 17,712

Army National Guard

- Initial:
- Career:

Total:

*ARNG Working Final FY06 Mission

An Army of

Proud to Be Here, Proud to Serve

Recruiting Tracker (FY05)

Active Army (Annual Goal: 80,000)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Goal	6,935	6,800	400	8,000	7,050	6,800	6,600	6,700	5,650	7,450	9,250	8,365
Actual	6,952	6,838	429	8,086	5,134	4,666	3,821	5,038	6,157	8,085	9,453	8,713
% of Goal	100%	101%	107%	101%	73%	69%	58%	75%	109%	109%	102%	104%
YTD Goal	6,935	13,73	14,13	22,13	29,18	35,98	42,58	49,28	54,93	62,38	71,63	80,000

Army Reserve (Annual Goal: 22,175)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Goal	1,020	1,095	300	2,495	1,320	1,600	1,355	2,759	3,610	2,585	2,536	1,500
Actual	1,055	1,241	389	1,913	991	847	850	2,269	3,654	2,134	2,255	1,802
% of Goal	103%	101%	130%	77%	75%	53%	63%	82%	101%	82%	89%	120%
YTD Goal	1,020	2,115	2,415	4,910	6,230	7,830	9,185	11,944	15,554	18,139	20,675	22,175
YTD Met	1,055	2,296	2,685	4,598	5,589	6,436	7,286	9,555	13,209	15,343	17,598	19,400
% of YTD	103%	109%	111%	94%	90%	82%	79%	80%	85%	85%	85%	87%

Army National Guard (Annual Goal:

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Goal	3,675	3,925	3,720	5,515	5,533	5,933	5,866	5,791	5,032	5,921	5,943	6,148
Actual	2,546	2,902	3,661	3,712	3,824	5,203	4,333	4,071	4,337	4,712	4,870	6,048
% of Goal	69%	74%	98%	67%	69%	88%	74%	70%	86%	80%	82%	98%
YTD Goal	3,675	7,600	11,320	16,835	22,368	28,301	34,167	39,958	44,990	50,911	56,854	63,002
YTD Met	2,546	5,448	9,109	12,821	16,645	21,848	26,181	30,252	34,589	39,301	44,171	50,219
% of YTD	69%	72%	81%	76%	74%	77%	77%	76%	77%	77%	78%	80%

As of 30 Sep 05

On Point for the Army

Updated: 6 Jan

Recruiting Historical Data

Recruiting Mission Data (2000-2005)							
	FY	FY00	FY01	FY02	FY03	FY04	FY05
Regular Army	Mission	80,000	75,800	79,500	73,800	77,000	80,000
	Achieved	80,136	75,855	79,585	74,132	77,587	73,373
	Percentage	100.2%	100.1%	100.1%	100.4%	100.8%	91.7%
USAR	Mission	41,961	34,910	28,825	26,400	21,200	22,175
	Achieved	42,086	35,530	31,319	27,365	21,292	19,400
	Percentage	100.3%	101.8%	108.7%	103.7%	100.4%	87.5%
National Guard	Mission	54,034	60,252	60,501	62,000	56,002	63,002
	Achieved	62,015	61,956	63,251	54,202	49,210	50,219
	Percentage	114.8%	102.8%	104.5%	87.4%	87.9%	79.7%

Recruiting Historical Data

10 Year Recruiting Mission Data (1996-2005)											
	FY	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03	FY04	FY05
Regular Army	Mission	73,400	82,000	72,550	74,500	80,000	75,800	79,500	73,800	77,000	80,000
	Achieved	73,418	82,087	71,753	68,209	80,136	75,855	79,585	74,132	77,587	73,373
	Percentage	100.0%	100.1%	98.9%	91.6%	100.2%	100.1%	100.1%	100.4%	100.8%	91.7%
USAR	Mission	43,197	40,000	40,600	45,584	41,961	34,910	28,825	26,400	21,200	22,175
	Achieved	38,434	39,353	37,050	35,035	42,086	35,530	31,319	27,365	21,292	19,400
	Percentage	89.0%	98.4%	91.3%	76.9%	100.3%	101.8%	108.7%	103.7%	100.4%	87.5%
National Guard	Mission	61,798	59,262	56,638	56,958	54,034	60,252	60,501	62,000	56,002	63,002
	Achieved	60,444	63,495	55,401	57,090	62,015	61,956	63,251	54,202	49,210	50,219
	Percentage	97.8%	107.1%	97.8%	100.2%	114.8%	102.8%	104.5%	87.4%	87.9%	79.7%

Retention Tracker (FY05)

Active Army (Annual Goal: 64,162)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
YTD Goal	6,050	11,184	16,871	22,990	28,346	34,086	39,541	44,172	48,401	54,510	59,087	64,162
YTD Met	5,269	10,306	16,631	21,737	28,336	35,158	40,582	45,333	51,742	58,480	63,507	69,512
% of YTD	87%	92%	99%	95%	100%	103%	103%	103%	106%	107%	108%	108%

Army Reserve (Annual Goal: 16,248)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
YTD Goal	1,138	2,445	3,866	5,438	6,862	8,294	9,688	10,870	12,182	13,472	14,797	16,248
YTD Met	1,246	2,510	3,750	5,257	6,647	8,291	9,837	11,277	12,444	13,774	15,126	16,485
% of YTD	110%	103%	97%	97%	97%	100%	102%	104%	102%	102%	102%	102%

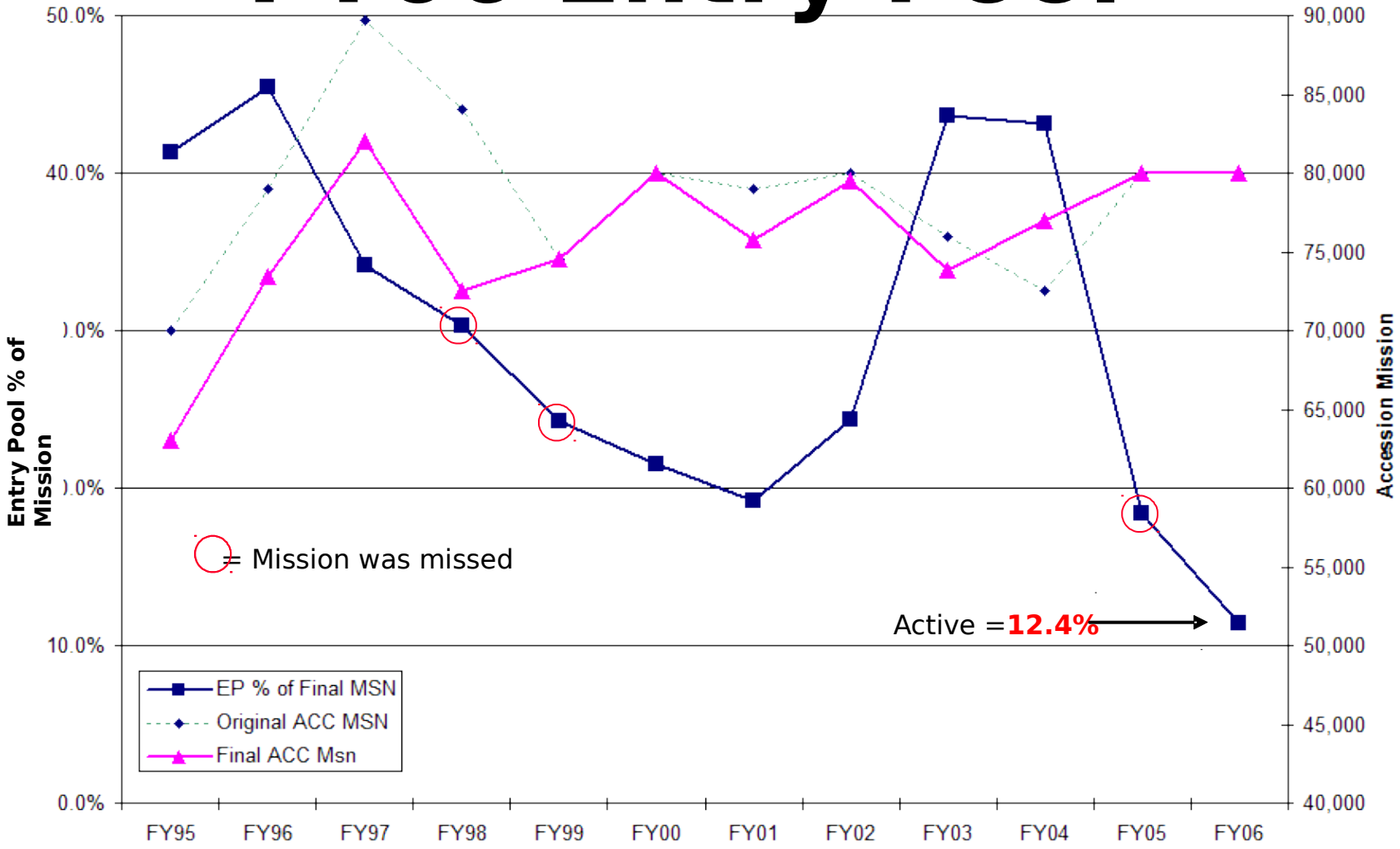
Army National Guard (Annual Goal: 32,570)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
YTD Goal	2,246	4,526	6,985	9,888	12,801	15,728	18,231	20,959	23,647	26,434	29,472	32,571
YTD Met	2,587	4,734	7,201	9,652	12,396	15,689	18,796	21,702	25,046	27,664	30,470	33,804
% of YTD	115%	105%	103%	98%	97%	100%	103%	104%	106%	105%	103%	104%

As of 30 Sep 05

Updated: 6 Jan

FY06 Entry Pool



- FY06 EP will be the lowest in 10 years

Recruiter/Contractor Fill

Current Strength	Production Recruiter Assigned Strength (as of SEP 04)	Authorized Production Recruiters	Total Asgn as of 30 SEP 05	△ From Goal	Remarks
Active Army - OPRA	4,965	6,279	6,481	+202	➢The Active has completed the SA directed 965 fill ➢The Active has completed the SA directed 250 fill ➢The Active will complete the additional 242 fill for special missions/staff requirements by EOM Nov 05.
USAR	927	1,774	1,641	-133	➢HRC St Louis projects recruiter fill to be 100% by EOM Nov 05
Integrated Contractors	46	300	62	-238	➢200 additional contract recruiters authorized to begin fill in 1 QTR 06
Reserve Integrated Contractors	0	50	28	-22	➢This is a USAR funded program ➢Contract with MPRI
10 Contract Companies	300	289	289	0	➢Service based contract. Contractor determines required strength to accomplish the mission.
National Guard	2,700	4,100	4,600	+500	➢The Guard has completed an additional increase of 500 recruiters internally for a total of 4,600, goal for FY06 is 5,100
Total	8,938	12,792	13,101	+309	

Current Initiatives

- **TTAS Education Plus – projected to net 2,900 contracts**
- **Blue to Green – FY 05 Enlisted: 271, Officers: 125**
- **RC to AC (incentives package) – enlistment of mobilized soldiers (Introduced as a result of Katrina)**
- **National Call to Service – 105 FY 05**
- **Unity of Effort – focus on PS from all services**
- **Army Career Explorer – allows applicants to self-process in a limited sense.**

Pending and Future Initiatives

- **Pending**
  - Enlistment Bonus raise from $20K to $40K
  - Referral Bonus
  - Increase Initial Entry Enlistment Age to 42
- **Future**
  - Home Ownership
  - Review goals for HSDG